

PARKWAY EMPLOYMENT CENTER SECTOR PLAN

Purpose and Background

The Parkway Employment Center Sector Plan has been prepared to further the economic development goals of the County and to provide opportunities for high-quality employment at an important gateway entrance to the County from I-95. More specifically, this sector plan has been prepared to encourage and facilitate the location of Class A office uses and other quality, non-retail employment uses such as research and development facilities.

At the initiation of the Board of County Supervisors, the County contracted with LDR International, Inc. and its sub-consultants to assist County staff in the preparation of the sector plan. The consultants conducted both a market analysis and site analysis prior to developing alternative land use plans for the area. LDR presented four alternative land use concept plans and plan text to County staff and a Board-appointed Citizens' Advisory Committee (CAC). LDR also conducted four meetings with staff and the CAC to review and discuss the concept plans, to select a preferred land use concept, and to develop the policies and action strategies for the sector plan area.

The sector plan area is located within 500 miles of nearly 50 percent of the U.S. population, next to a major north/south corridor of the eastern United States. It is part of the southern edge of the National Capital area and lies at a gateway entrance to the County from I-95. The area is quite accessible and highly visible from the interchanges for I-95, Prince William Parkway, and Caton Hill Road that represent about \$50 million in road improvements.

The 890-acre area is largely wooded and undeveloped. It has unique natural features, which can be carefully preserved and integrated into new developments to enhance the marketing potential of the area. Existing developments currently surround the area on all sides. To the south is the Potomac Mills Mall and associated retail development which draws over 14 million visitors per year. To the east is I-95, carrying over 195,000 vehicles per day, and to the north and west are residential areas with a highly-educated work force.

The 890-acre area now separates the residential neighborhoods to the north and west from the Potomac Mills retail complex to the south. The sector plan area is planned to transition uses and step-down intensities of development between the existing retail and residential developments in the area.

The sector plan area is designated Regional Employment Center (REC) and Environmental Resource ER on the Long-Range Land Use Plan Map of the Comprehensive Plan. The REC designation allows for large-scale non-retail employment uses, such as office, lodging, and mixed-use developments. This designation is intended to be implemented by the O(H), Office High-rise; O(M), Office Mid-rise; O(F), Office Flex zoning districts, as well as two planned districts, PMD, Planned Mixed District, and PBD, Planned Business District. The O(F) and PBD districts allow some industrial uses. The ER is not intended to be developed for commercial or residential purposes.

The Parkway Employment Center Sector Plan serves as a separate chapter of the Comprehensive Plan and the Sector Plan action strategies represent additions or modifications to any previously adopted action strategies. The Comprehensive Plan components and action strategies remain applicable, but where the Sector Plan conflicts with the Comprehensive Plan, the Sector Plan applies.

ECONOMIC DEVELOPMENT PLAN

INTENT

The Comprehensive Plan states the intent, goals, policies, and action strategies supporting the Economic Development Plan for the County. The Parkway Employment Center Sector Plan incorporates the Economic Development Plan's intent, goals, policies, and action strategies and states an additional policy and action strategies which apply specifically to the Parkway Employment Center.

POLICY: Encourage development which will further the County's economic development goals, enhance the County's image at a significant gateway entrance from I-95, and establish a mixed-use community that will provide employment opportunities.

ACTION STRATEGIES:

1. Market the sector plan area through development of a marketing brochure and internet page site. Include the Parkway Employment Center in the Countywide marketing effort.
2. Recognize the sector plan area as one of special development interests and encourage the creation of special marketing efforts, such as a public/private development corporation to implement the Parkway Employment Center Plan under the direction of the County's Department of Economic Development.
3. Encourage the installation of communications infrastructure such as fiber optic cable and computer wide area network (WAN) infrastructure. At the time of rezoning, special use permit application, and site plan review, seek commitments from applicants for extension of unobtrusive communications facilities.
4. Encourage telecommuting centers to locate in the land bays designated for "Research and Development" on the Parkway Employment Center Land Use Plan Map.
5. Incorporate needed public improvements into the County's Capital Improvements Program, Service Authority's Capital Improvements Program, 6-Year Road Plan, and other similar planning documents to foster development of targeted industries and basic businesses identified in the Economic Development Plan and Marketing Plan, such as the extension of new Telegraph Road, utility upgrades, and gateway and streetscape treatments.

6. Preserve and enhance significant natural features and appropriate open space areas to add value to land and make the sector plan area a showcase for marketing and attracting quality economic development projects. Significant natural features that will enhance the area's high-quality image include existing mature tree stands located between developments, wooded steep slopes, and wooded areas along roadways.
7. Concentrate marketing of the sector plan area to growing targeted industries seeking relocation.
8. Coordinate with the Virginia Economic Development Partnership to provide seed and venture capital to stimulate private investment and support local entrepreneurs.

ENVIRONMENT PLAN

INTENT

The Comprehensive Plan states the intent, goals, policies, and action strategies supporting the Environment Plan for the County. The Parkway Employment Center Sector Plan incorporates the Environment Plan's intent, goals, policies, and action strategies and states an additional policy and action strategies which apply specifically to the Parkway Employment Center.

POLICY: Preserve and enhance natural features and open spaces to provide wooded buffer areas between developments and along roadways which will stabilize steep slopes, reduce wind, provide shade, reduce visual clutter, and enhance air and water quality.

ACTION STRATEGIES:

1. Seek a commitment at the time of rezoning, or if a rezoning is not required, at the time of special use permit application or site plan review, to preserve the existing forested areas on 15 percent and greater slopes adjacent to streams for the purpose of reducing flooding of downstream areas, minimizing sediments that can harm water quality, and enhancing the image of the area.
2. Require an assessment of existing forest resources at the time of rezoning and special use permit application. At the time of site plan review, require a tree survey which identifies specimen trees and areas of trees over six inches in diameter at breast height as to type.
3. Encourage the preservation of the existing tree stands within the open space areas suggested in the Land Use Concept Plan, and seek commitments at the time of rezoning or special use permit application that such wooded open space areas will remain undisturbed.
4. Encourage the preservation of 100-foot-wide stands of existing trees along I-95 to filter pollutants and views of the interstate highway and to reduce noise.

5. Encourage the use of a landscape strip of sufficient width to accommodate the preservation of existing vegetation along the major roads in and around the sector plan area and to allow supplemental landscaping or streetscape plantings.
6. Encourage the preservation of 50 to 100 foot wide stands of existing trees between parking areas with more than 150 spaces.
7. Explore opportunities for collocating utilities to reduce clearing and grading and to optimize the use of available open space areas for landscaping rather than utilities.
8. Ensure the use of storm water pre-treatment devices in parking areas of developments handling petroleum products, outside motor vehicle storage, and motor vehicle repair.
9. At the time of rezoning, or if a rezoning is not required, at the time of special use permit application or site plan review, seek commitments from applicants to contribute land, funds, or construction to implement regional storm water management and BMP facilities in the areas as generally shown on the Parkway Employment Center Land Use Concept Plan Map.
10. Require all developments in the watershed to participate in the regional storm water management program. Seek commitments from applicants to reduce existing peak runoff rates by at least 25 percent to mitigate flooding problems along Marumsco Creek.
11. At the time of rezoning, or if a rezoning is not required, at the time of special use permit application or site plan review, allow the following lot coverage for development proposals that consolidate parcels of land and agree to develop in accordance with the community design action strategies. The lot coverage, however, should not supersede the area of environmental constraints on the site.

Parcel Size	Lot Coverage
5 acres	65 percent
10 acres	70 percent
15 acres	75 percent

PARKS AND OPEN SPACE PLAN

INTENT

The Comprehensive Plan states the intent, goals, policies, and action strategies supporting the Parks and Open Space Plan for the County. The Parkway Employment Center Sector Plan incorporates the Parks and Open Space Plan's intent, goals, policies, and action strategies and states an additional policy and action strategies which apply specifically to the Parkway Employment Center.

POLICY: Develop a public park that preserves and protects natural features and contributes to the market potential of the area. Link open spaces within the Parkway Employment Center, generally as shown on the Parkway Employment Center Land Use Concept Map.

ACTION STRATEGIES:

1. Establish a mostly-passive public park in the area of the regional storm water management facilities including group/corporate picnic areas with pavilions, wildflower gardens, and separate hiking and biking trails. Incorporate active recreation facilities into the park such as a softball field, horseshoe pit, miniature golf, putting green, and small concessions building with a kitchen for catering purposes.
2. Encourage the design and development of regional storm water management facilities that could be used to enhance the natural beauty and recreation potential of the park such as water gardens and paddle boat facilities.
3. At the time of rezoning and special use permit application, seek commitments from applicants for the dedication of land to the Prince William County Park Authority for the park. Any land dedicated and accepted by the Park Authority would not be subtracted from the intensity allowed for nonresidential development. Any land dedicated and accepted by the Park Authority that is above the amount of recreation space needed for a residential development would not be deducted from the density allowed for the residential development.
4. At the time of rezoning and special use permit application for nonresidential development and rezoning for residential development, seek commitments from applicants for funding improvements needed in the public park.
5. At the time of rezoning, or if a rezoning is not required, at the time of special use permit application or site plan review, seek commitments from applicants to provide connecting open spaces and pedestrian links within and between developments and to the park, and encourage site design that accommodates pedestrians.

TRANSPORTATION PLAN

INTENT

The Comprehensive Plan states the intent, goals, policies, and action strategies supporting the Transportation Plan for the County. The Parkway Employment Center Sector Plan incorporates the Transportation Plan's intent, goals, policies, and action strategies and states additional action strategies which apply specifically to the Parkway Employment Center.

ACTION STRATEGIES:

1. At time of rezoning, or if a rezoning is not required, at the time of special use permit application or site plan review, require the submission of a Traffic Impact Analysis (TIA), pursuant to the provisions of the Design and Construction Standards Manual. Ensure that development is phased and alternative modes of transportation are provided in a manner such that all roadways and intersections shown within the traffic impact area operate at level of service "D" or better.
2. At the time of rezoning, or if a rezoning is not required, at the time of special use permit application or site plan review, seek commitments from applicants to dedicate right-of-way for those roads that abut or cross their property. The widths of the designated rights-of-way shall be in conformance with the Thoroughfare Plan in the Comprehensive Plan.
3. At the time of rezoning, or if a rezoning is not required, at the time of special use permit application or site plan review, seek commitments from applicants to fund their proposal's proportionate cost of roadway segments, intersections, traffic signals, mass transit, and trails as identified in the TIA in order to meet the level of service requirements. Such commitments should take place no later than the site plan stage, if the dedication and/or commitment were not addressed as part of the rezoning or special use permit application.
4. At the time of rezoning, or if a rezoning is not required, at the time of special use permit application or site plan review, seek commitments from applicants anticipating 250 or more employees to conduct a Transportation Management Plan (TMP) which defines the ongoing effort to reduce the impact of their proposed development on traffic congestion and emissions into the air. At a minimum, the TMP should include the following:
 - A commitment to establish an office of Employee Transportation Coordination which will implement the applicant's TMP. Applicants may choose to combine this commitment in a joint cooperative effort with other applicants.
 - A commitment to participate in a Parkway Employment Center (or possibly broader-based) TMP which will coordinate the efforts of the various member Employee Transportation Coordination offices and will operate a shuttle bus system.

- A commitment to participate in subsidizing the costs of the Parkway Employment Center area shuttle bus.
 - A list of incentives which will be required through covenants and in tenant leases to induce employees and tenants to use alternative transportation-modes or work schedules to reduce peak period congestion, air emissions, and vehicle miles of travel.
 - A commitment to provide services to employees including day care, food service, and personal business services to reduce the need for the personal car during the workday.
5. At the time of rezoning, or if a rezoning is not required, at the time of special use permit application or site plan review, seek commitments from applicants to provide for phased construction and/or funding of non-motorized transportation facilities and features such as, but not limited to, pedestrian shelters at bus stops, pedestrian/bicycle paths, bicycle parking, and bicycle lockers.
6. At the time of rezoning, or if a rezoning is not required, at the time of special use permit application or site plan review, seek commitments from applicants to provide areas or parking spaces in nonresidential developments for commuter parking.

LAND USE PLAN

INTENT

The Comprehensive Plan states the intent, goals, policies, and action strategies supporting the Long Range Future Land Use Plan for the County. The Parkway Employment Center Sector Plan incorporates the Long Range Future Land Use Plan's intent, goals, policies, and action strategies and states an additional policy and action strategies which apply specifically to the Parkway Employment Center.

At build-out, the Parkway Employment Center area is anticipated to contain up to 3,450,000 square feet of nonresidential building area, of which no more than 900,000 square feet would be retail, and up to 325 dwellings.

POLICY: Establish a high-quality mixed-use community at an important gateway into the County that provides employment opportunities, combined with ample open space areas, and allows supporting retail and residential uses that serve as a transition between the retail areas to the south and the existing residential communities to the west and north.

ACTION STRATEGIES:

General

1. Maintain the existing Regional Employment Center (REC) and Environmental Resource (ER) land use classifications in the sector plan area. Use the Parkway Employment

Center Land Use Concept Map as a guide for determining consistency of future rezoning and special use permit requests with the Comprehensive Plan.

2. Interim use of properties may be appropriate as long as the use will not delay or interfere with the achievement of the long-range objectives of the plan. Interim use should result in substantial benefit through site design, landscaping, and improvements in circulation or access.
3. Consider rezoning all or part of the sector plan area to zoning districts that are consistent with the Land Use Concept Plan Map and/or create a zoning overlay district.

Nonresidential

1. Encourage the development of a high-quality hotel/conference center and Class A office uses in combination with commuter parking structures along Prince William Parkway near the I-95 interchange and along Caton Hill Road.
2. Encourage research and development as the primary uses in the interior of the sector plan area along New Telegraph Road.
3. Allow freestanding retail uses in the retail areas shown on the Land Use Concept Map. Encourage retail uses in other areas to be incorporated into and supportive of primary employment uses, but discourage additional freestanding retail uses, particularly automobile-oriented uses.
4. Discourage high-traffic generating, automobile-oriented freestanding uses near the I-95 /Prince William Parkway gateway entrance.
5. Encourage the development of lower intensity research and development facilities in the area of the existing mobile home park to provide a transition between the existing single-family residences to the west of the sector plan area and the higher intensity employment uses within the sector plan area.
6. Allow increases in floor area ratio up to the maximum allowed in the zoning district for development proposals that consolidate parcels of land and agree to develop in accordance with the community design action strategies.
7. Monitor development and encourage phasing through the rezoning and special use permit application process to ensure that at least 775,000 square feet of employment uses are developed prior to development of any additional residential and retail uses. Phase development within the Parkway Employment Center as follows:

Mile Post	Office (square feet)	Research and Development (square feet)	Warehouse Distribution (square feet)	Retail (square feet)	Residential (number of dwellings)
1*	50,000	0	72,000	450,000	200
2	280,000	440,000	56,000	0	0
3	330,000	440,000	56,000	225,000	63
4	330,000	440,000	56,000	225,000	62
Total	990,000	1,320,000	240,000	900,000	325

* Existing condition

Residential

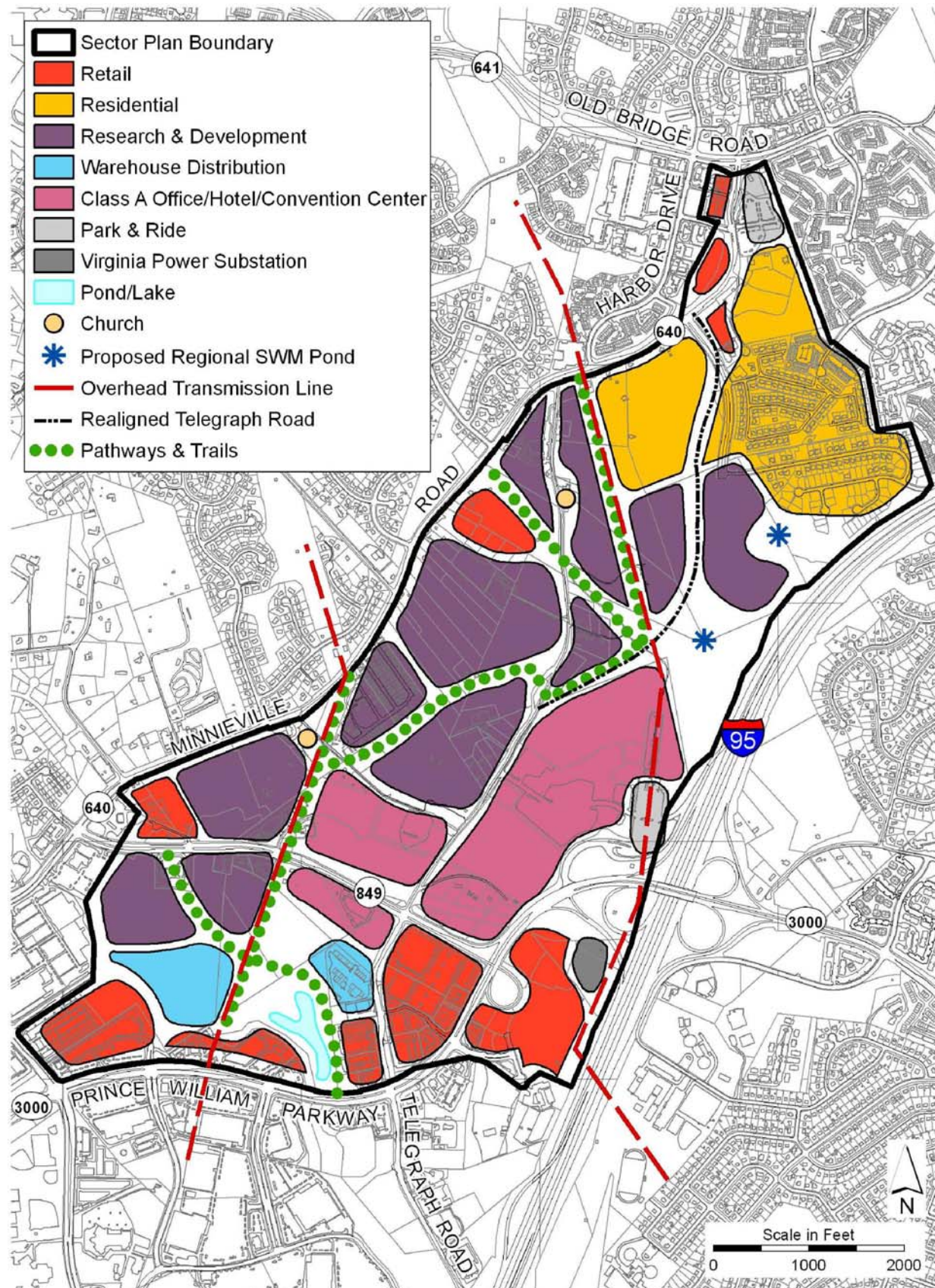
1. Residential densities in the northern portion of the sector plan area should not exceed more than three dwellings per acre to achieve transitioning of development densities between the sector plan area and the existing residential development to the north and west. Allow increases in density with the development of high-quality, executive housing designed in accordance with the community design action strategies.
2. Allow mixed-use developments that incorporate both residential and nonresidential components where parcels of land are consolidated and site development is proposed in accordance with the Community Design Plan action strategies.

Community Design

1. At the time of rezoning, or if a rezoning is not required, at the time of special use permit application or site plan review, seek plans or performance standards from applicants which address site design features that will achieve high-quality development. Such plans and standards shall include land use limitations, building orientation and architectural treatment, orientation and screening of loading and service areas, streetscape and entry features, lighting, signage, pedestrian amenities/trails, tree preservation, setback areas, and landscaping.
2. Establish Highway Corridor Overlay Districts for Minnieville Road, Caton Hill Road, Telegraph Road, and I-95 to reduce traffic congestion and reduce visual clutter that is associated with developments along high-volume roadways.
3. Discourage any additional obtrusive utility structures or towers. Encourage telecommunications antennas to be integrated with building architecture on roof tops or to be placed on water tanks and electrical transmission towers.
4. Implement landscaping and reforestation plans for the I-95/Prince William Parkway interchange gateway area.

5. Establish a street tree scheme for the Parkway Employment Center that preserves existing trees and provides for supplemental landscaping. At the time of rezoning, or if a rezoning is not required, at the time of special use permit application or site plan review, seek commitments from applicants for the continuation of the street tree scheme.

LAND USE CONCEPT PLAN MAP



From the Piedmont to the Potomac

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